

## INVOICE



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**Main: (334) 288-1212**  
**Billing: (334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

Billing Address:

**SRCP Media**  
**Attention: Accounts Payable**  
**201 North Union Street**  
**Suite 200**  
**Alexandria, VA 22314**

Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1604233-1	10/30/16	October 2016	09/26/16 - 10/30/16

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1223

Flight Dates	Order #	Alt Order #
10/25/16 - 10/31/16	1604233	08424396

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	48	318

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/25/16	10/28/16	WSFA 12 News at Ten - M	10-1035pm	-TWTF--	:30	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16   10/30/16   -TWTF--                   3       \$450.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate   Type
2	WSFA	Tu	10/25/16	10:33 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	MR16TV04H	\$450.00   NM
3	WSFA	W	10/26/16	10:16 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	MR16TV04H	\$450.00   NM
1	WSFA	Th	10/27/16	10:14 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	MR16TV04H	\$450.00   NM
2	10/25/16	10/28/16	WSFA 12 News at Noon	12-1230pm	-TWTF--	:30	3	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16   10/30/16   -TWTF--                   3       \$150.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate   Type
1	WSFA	Tu	10/25/16	12:14 PM	WSFA 12 News at Noon	12-1230pm	:30	MR16TV04H	\$150.00   NM
2	WSFA	W	10/26/16	12:28 PM	WSFA 12 News at Noon	12-1230pm	:30	MR16TV04H	\$150.00   NM
3	WSFA	Th	10/27/16	12:28 PM	WSFA 12 News at Noon	12-1230pm	:30	MR16TV04H	\$150.00   NM
3	10/25/16	10/28/16	WSFA 12 News at Five	5-530pm	-TWTF--	:30	2	\$280.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16   10/30/16   -TWTF--                   2       \$280.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate   Type
1	WSFA	W	10/26/16	5:29 PM	WSFA 12 News at Five	5-530pm	:30	MR16TV04H	\$280.00   NM
2	WSFA	Th	10/27/16	5:17 PM	WSFA 12 News at Five	5-530pm	:30	MR16TV04H	\$280.00   NM
4	10/25/16	10/28/16	Today in Alabama 530a	530am-6am	-TWTF--	:30	3	\$165.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16   10/30/16   -TWTF--                   3       \$165.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate   Type
3	WSFA	Tu	10/25/16	5:44 AM	Today in Alabama 530a	530am-6am	:30	MR16TV04H	\$165.00   NM
2	WSFA	Th	10/27/16	5:44 AM	Today in Alabama 530a	530am-6am	:30	MR16TV04H	\$165.00   NM
1	WSFA	F	10/28/16	5:37 AM	Today in Alabama 530a	530am-6am	:30	MR16TV04H	\$165.00   NM

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1604233-1	10/30/16	October 2016	09/26/16 - 10/30/16
Advertiser	Product	Estimate Number	
POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1223	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/25/16	10/28/16	WSFA 12 News at Six - IV6-630pm		-TWTF--	:30	4	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16 10/30/16 -TWTF-- 4 \$525.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	10/25/16	6:19 PM	WSFA 12 News at Six - MF	6-630pm	:30	MR16TV04H	\$525.00 NM
3	WSFA	W	10/26/16	6:09 PM	WSFA 12 News at Six - MF	6-630pm	:30	MR16TV04H	\$525.00 NM
4	WSFA	Th	10/27/16	6:14 PM	WSFA 12 News at Six - MF	6-630pm	:30	MR16TV04H	\$525.00 NM
2	WSFA	F	10/28/16	6:28 PM	WSFA 12 News at Six - MF	6-630pm	:30	MR16TV04H	\$525.00 NM
6	10/25/16	10/28/16	Today In Alabama	6a-7a	-TWTF--	:30	4	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16 10/30/16 -TWTF-- 4 \$300.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	10/25/16	6:22 AM	Today In Alabama	6a-7a	:30	MR16TV04H	\$300.00 NM
2	WSFA	W	10/26/16	6:29 AM	Today In Alabama	6a-7a	:30	MR16TV04H	\$300.00 NM
3	WSFA	Th	10/27/16	6:28 AM	Today In Alabama	6a-7a	:30	MR16TV04H	\$300.00 NM
4	WSFA	F	10/28/16	6:20 AM	Today In Alabama	6a-7a	:30	MR16TV04H	\$300.00 NM
7	10/25/16	10/28/16	NBC Today Show	7-9am	-TWTF--	:30	6	\$145.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16 10/30/16 -TWTF-- 6 \$145.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	10/25/16	7:59 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00 NM
5	WSFA	Tu	10/25/16	8:40 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00 NM
2	WSFA	W	10/26/16	7:28 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00 NM
6	WSFA	W	10/26/16	8:45 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00 NM
3	WSFA	Th	10/27/16	8:27 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00 NM
4	WSFA	F	10/28/16	9:00 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00 NM
<b>Total Spots</b>							<b>25</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$7,025.00</b>
<u>Agency Commission</u>	<b>\$1,053.75</b>
<u>Net Amount Due</u>	<b>\$5,971.25</b>

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.